

THE EMBODIMENTS OF THE INVENTION IN WHICH AN EXCLUSIVE PROPERTY OR
PRIVILEGE ARE CLAIMED ARE DEFINED AS FOLLOWS:

1. A computer system for the adaptive display of pages in response to a page request received
by a server, the system comprising,
 - a display infrastructure component for receiving the page request from the server,
 - a resolution component for identifying a template page for use in generating an adapted
page to be returned to the server in response to a received page identification request,
 - a set of template page identifiers and associated template page attributes accessible by the
resolution component, and
 - a set of template pages, accessible by the display infrastructure component,the display infrastructure comprising
 - means for passing a page identification request to the resolution component in response
to the page request from the server,
 - means for receiving a template page identifier from the resolution component, and
 - means for obtaining the template page from the set of template pages corresponding to
the received template page identifier and generating an adapted page for return to the
server based on the obtained template page, andthe resolution component comprising
 - means for accessing the set of template page identifiers to retrieve one or more members
of the set having matching determinable template page attribute values associated with
the page request and matching default values where template page attribute values are not
determinable for the page request.
2. The computer system of claim 1 in which the set of template page identifiers and associated
template page attributes are stored as a relational database table and are accessible by the
resolution component by relational queries.

3. The computer system of claim 1 in which the set of template pages comprises Java server page files and in which the display infrastructure component comprises means for executing Java server page files.

4. The computer system of claim 1 further comprising a template editor for generating members of the set of template pages.

5. The computer system of claim 4 in which the template editor generates Java server page files.

6. The computer system of claim 1 in which each page request is generated by a consumer for a catalog page for an online store.

7. The computer system of claim 6 in which the template page attributes comprise
a group identifier for the consumer,
a catalog entry identifier for the catalog page,
a store identifier for the online store,
an auction flag for the identified catalog entry, and
a catalog entry type identifier for the catalog page.

8. The computer system of claim 7 in which the page request is associated with a device type determined by the device used by the consumer in requesting a page, and in which the template page attributes further comprise
a device type identifier for identifying device type of the consumer, and
a rank number for ranking template pages where multiple template pages match the template page attribute values.

9. A computer program product for adaptive page display, the computer program product comprising a computer usable medium having computer readable code means embodied in said medium, comprising computer readable program code means for implementing the system of claims 1, 2, 3, 4, 5, 6, 7, or 8.

10. An adaptive page display system for responding to consumer requests, the system comprising
a page database of template page files having unique file names,
a name database of template page file names and associated template page attributes,
a resolution component for determining request-specific template page attribute values
and for retrieving template page file names from the name database, by matching the
request-specific template page attribute values with the template page attribute values
stored in the name database, and
a display infrastructure component for accessing the page database to obtain template
page files corresponding to retrieved template page file names from the name database.

11. The system of claim 10 for an e-commerce environment comprising online stores and in
which the template pages relate to a catalog, in which the template page attributes comprise
a group identifier, a catalog entry identifier, a store identifier, an auction flag, and a catalog
entry type identifier.

12. The computer system of claim 11 in which the template page attributes further comprise a
rank identifier.

13. The computer system of claim 11 in which consumer requests are associated with device
types determined by the devices used by consumers in requesting pages, and in which the
template page attributes further comprise a device type identifier.

14. A computer program product for adaptive page display, the computer program product comprising a computer usable medium having computer readable code means embodied in said medium, comprising computer readable program code means for implementing the system of claims 10, 11, 12, or 13.

15. A method for the adaptive display of pages in a server environment in response to a page request received by a server, the server environment comprising,

- a display infrastructure component for receiving the page request from the server,
- a resolution component for identifying a template page for use in generating an adapted page to be returned to the server in response to a received page identification request,
- a set of template page identifiers and associated template page attributes accessible by the resolution component, and
- a set of template pages, accessible by the display infrastructure component,

the method comprising the following steps:

- the display infrastructure passing a page identification request to the resolution component in response to the page request from the server,
- the display infrastructure receiving a template page identifier from the resolution component,
- the display infrastructure obtaining the template page from the set of template pages corresponding to the received template page identifier and generating an adapted page for return to the server based on the obtained template page, and
- the resolution component accessing the set of template page identifiers to retrieve one or more members of the set having matching determinable template page attribute values associated with the page request and matching default values where template page attribute values are not determinable for the page request.

16. The method of claim 15 in which the set of template page identifiers and associated template page attributes are stored as a relational database table and which the step of the resolution

component accessing the set of template page identifiers comprises the step of generating a relational query to obtain data from the relational database table.

17. The method of claim 15 in which the template page attributes comprise

- a group identifier for the consumer,
- a catalog entry identifier for the catalog page,
- a store identifier for the online store,
- an auction flag for the identified catalog entry, and
- a catalog entry type identifier for the catalog page.

18. The method of claim 17 in which the page request is associated with a device type determined by the device used by the consumer in requesting a page, and in which the template page attributes further comprise

- a device type identifier for identifying device type of the consumer, and
- a rank number for ranking template pages where multiple template pages match the template page attribute values.

19. A computer program product for adaptive display of pages, the computer program product comprising a computer usable medium having computer readable code means embodied in said medium, comprising computer readable program code means for carrying out the method of claims 16, 17 or 18.

20. The computer program product of claims 9, 14 or 19 wherein said medium comprises a recordable data storage medium.

21. The computer program product of claim 20 wherein said computer readable code means comprises a signal and said medium comprises a modulated carrier signal.

22. The computer program product of claim 21 wherein said signal comprises a transmission over a network by wireless or wired systems or on a network such as the Internet.

5 23. A computer program product comprising computer program code means adapted to perform all the steps of claims 16, 17 or 18.

099902-1001